

WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Agency

Advertiser Schedule Dates

Product

Contract #

1365668

Sales Office Salesperson Brand Phone/Fax Buyer Name

814 King St

Smart Media Group-Alexandria

Alexandria, VA 22314

Comments Billing Type

JONATHAN VITTI

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR

Weekly/Irregular

National/Political Candidate Agency BRD

MCCR/ORDR/907916

Account Types

Smart Media Group-Alexandria (6613) DOME, PATRICIA MCCRORY FOR GOV (195181) POLITICAL CANDIDATE (ns) (1186) McCrory for Governor (30707) 09/07/12-09/16/12 Millennium Washington DC Millennium/DC, Washington DC (1108)

> Order Type Demo CO-OP Package Deal Headline # Entered By Last Modified Date Entered 08/30/12 A35+R ECR09808454 Lisa Carter 09/12/12 Normal

15.00

\$2,244.00 \$396.00

Sep. 2012 By Broadcast Month Spots
27 Greensboro (WXLV) Grand Total:

2

\$2,640.00 \$2,640.00

Commission %

Sales Tax Net Total Commission

Accepted-Agency/Advertiser: Line 11.0 Normal Line / Prime (17) 10.0 Normal Line / SPOT (15) 12.0 Normal Line / SPOT (8) 8.0 Normal Line / SPOT (11) 2.0 Normal Line / SPOT (5) 9.0 Normal Line / SPOT (14) 7.0 Normal Line / SPOT (2) 6.0 Normal Line / News (10) 5.0 Normal Line / SPOT (12) 4.0 Normal Line / SPOT (7) 3.0 Normal Line / SPOT (6) 1.0 Normal Line / SPOT (3) Line Type / Break Type (Ref #) 09/16/12-09/16/12 09/12/12-09/14/12 09/10/12-09/10/12 09/12/12-09/14/12 09/07/12-09/10/12 09/12/12-09/14/12 09/12/12-09/14/12 09/12/12-09/14/12 09/16/12-09/16/12 09/07/12-09/07/12 09/10/12-09/10/12 09/07/12-09/10/12 Dates Sec Length Date: :30 10:58:40A- ABC-This Week :30 7P- Family Feud :30 11:35P- ABC-Nightline :30 12P- 1P (EST) :30 6:28:45P- ABC-World News :30 11:35P- ABC-Nightline :30 12P- 1P (EST) :30 7:28:30P- Family Feud B :30 12P- 1P (EST) :30 7:28:30P- Family Feud B :30 12P- 1P (EST) :30 10:01P- ABC-Castle Run Times Accepted-Station: CONFIRMATION CONTRACT SPW Mo Tu We Th Fr Sa Su Spots × × × × × -<u>\_\_</u> N 1 Date; Rate \$640.00 \$15.00 \$15.00 \$20.00 \$20.00 \$70.00 \$20.00 \$25.00 \$70.00 \$70.00 \$20.00 \$60.00 Comments: Total \$140.00 Greensboro (WXLV) \$640.00 Greensboro (WXLV) \$140.00 Greensboro (WXLV) \$140.00 Greensboro (WXLV) \$40.00 Greensboro (WXLV) \$20.00 Greensboro (WXLV) \$40.00 Greensboro (WXLV) \$40.00 Greensboro (WXLV) \$60.00 Greensboro (WXLV) \$30.00 Greensboro (WXLV) \$15.00 Greensboro (WXLV) \$25.00 Greensboro (WXLV) Station CASTLE NIGHTLINE MILLIONAIRE NIGHTLINE MILLIONAIRE MILLIONAIRE THIS WEEK FAMILY FEUD FAMILY FEUD ABC WORLD NEWS MILLIONAIRE FAMILY FEUD Comments 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 8/30/12 Entered

3/E Bookend P/B Piggy Back

7----- at. 70.75 azz --



Winston Salem, NC 27101 WXLV-TV 3500 Myer Lee Dr

Smart Media Group-Alexandria

Ste 400 814 King St

Alexandria, VA 22314

Comments Billing Type Account Types

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Weekly/Irregular

National/Political Candidate Agency BRD

Sales Tax

Phone/Fax

Buyer Name

Sales Office Salesperson

Agency Brand Product Advertiser Schedule Dates Contract # 09/07/12-09/16/12 McCrory for Governor (30707) 1365668

Smart Media Group-Alexandria (6613) MCCR/ORDR/907916 DOME, PATRICIA Millennium Washington DC Millennium/DC, Washington DC (1108) MCCRORY FOR GOV (195181) POLITICAL CANDIDATE (ns) (1186)

Demo CO-OP Net Total Commission % Package Deal Order Type Headline # Entered By Date Entered Commission Last Modified 15.00 Ö 08/30/12 \$2,244.00 \$396.00 Normal A35+R ECR09808454 Lisa Carter 09/12/12

> Greensboro (WXLV)
>
> By Broadcast Month Spots
>
> Sep. 2012
>
> 27 Grand Total: \$2,640.00

27 \$2,640.00

Accepted-		17.0	16.0	15.0	14.01	13.0	Line	
Accepted-Agency/Advertiser:		17.0 Normal Line / SPOT	15.0 Normal Line / SPOT	15.0 Normal Line / Football	14.0 Normal Line / Football	13.0 Normal Line / News (19)	Line Type / Break Type (Ref #)	
		09/16/12-09/16/12	09/15/12-09/15/12	09/15/12-09/15/12	09/15/12-09/15/12	09/12/12-09/14/12	Dates	
		ω	ω	ω	ω	2	Sec	
Date:							Length	
Accepted-Station:	CON	:307:58:40A- ABC-Good Morning America Sunday	:30 11:31P- CSI Miami	:30 7:58P- 11:30P (EST)	:30 3:30P- 7P (EST)	:30 5:58:30P- News-News 14 Carolina on ABC 45 at 6pm	Run Times	
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	MA						1 1	
	CONFIRMATION CONTRACT		2	<u></u>	р-	1	Tu We Th Fr Sa	
ma.	뒰	н					Su	
• _	ACT	<u> </u>	2	1	н	ω	Spots	
Date:		\$40.00	\$25.00	\$500.00	\$450.00	\$90.00	Rate	
Comments:		\$40.00	\$50.00	\$500.00	\$450.00	\$270.00	Total	
		\$40.00 Greensboro (WXLV)	\$50.00 Greensboro (WXLV)	\$500.00 Greensboro (WXLV)	\$450.00 Greensboro (WXLV)	\$270.00 Greensboro (WXLV)	Station	
		GMA	CSI MIAMI	COLLEGE FOOTBALL	COLLEGE FOOTBALL	NEWS	Comments	
		9/12/12	9/12/12	9/12/12	9/12/12	8/30/12	Entered	

0/18/1/2

Rep Order# 9808454 EC'd Yes

WXLV-TV GREENSBORO/W.SALEM

Agency

) SMART MEDIA GROUP

Ver# ~1 Status Revised

Traffic Order# 1365668

Last Received: Printed: 09/13/2012 8:24 AM

09/12/2012 5:33 PM

1 of

Showing Buylines: All Rep Revised Lines

Sales Office ( Salesperson ( Rep Firm

) JONATHAN VITTI ) WASHINGTON

Salesperson FAX# Salesperson Phone# 202-955-5342

- CONTRACT COMMENT --

Fax# Phone# Buyer Estimate# Product Advertiser, ( Station

PATRICIA DOME

907916

Agency C/P1/P2/E

ALEXANDRIA, VA 22314 814 KING ST, SUITE 400

09/05/2012 - 09/16/2012 MCCR/ORDR/907916

Hiatus Weeks Flight Dates MCCRORY FOR GOV ) POLITICAL

RACE OR ETHNICITY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

#### - REMARKS -

SEE MG LNS 20-23 FOR SPOTS NA

PLS CF THANKS

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V7 Eff	09/07- MADE-	V7 Added	MKGD I	Sales	09/16-	V7 E±1	MADE-	-60/60		Dates
ectiv	09/07-09/10 MADE-GOOD :	led	FOR S.	Sales Remark.	09/16-09/16	ectiv	GOOD	09/09-09/16	į	
V7 Effective Dates Changed	MADE-GOOD BY LINE (5) 23]		IM SIC			V7 Effective Dates Changed	MADE-GOOD BY LINE S) 23]			
s Char	730P-8P B (s) 23]		CESSED (	V7 MKGD	8A-9A	s Chai	(S)	11P-		Time
ıged	-8P 23]		MKGD FOR SPOTS MISSED ON IN #1. 9/09 $^1$ /WK) 9/16 $^1$ /WK), MKGD FOR SPOTS MISSED ON IN #13. 9/07 $^2$ /WK), MKGD FOR SPOTS MISSED ON IN #16.	GD	įÞ	ıged	23]	11P-1130P	'	
	FAMI		#1. 9 #13. 9		GMA V			HOLL		Program
	FAMILY FEUD		109 5		GMA WEEKEND			HOLLYSCOOP		ram
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	0		NT NC SIM SI		ļ <del>. i</del>			0	!	-
			#18.						1	Total Spots
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	\$0.00		9. 9/3 /WK)]		\$40.00			\$0.00	1 1 1 1 1 1	Total Cost
			ON IN #4. 9/07 ½/WK), MKGD FOR SPOTS MISSED ON IN #9. 9/15 ½/WK), 9/15 ½/WK), MKGD FOR SPOTS MISSED ON IN #18. 9/12 ½/WK)]	,						rt T
			7							

\*13

F,M

09/07-09/10

7P-730P

FAMILY FEUD

.30

\$70.00

0

0

0

\$0.00

V7 Effective Dates Changed

MADE-GOOD BY LINE S) 23]

\*9

SA

09/15-09/15

630P-7P

ABC WORLD NEWS

.30

\$40.00

0

0

0

\$0.00

V7 Effective Dates Changed

MADE-GOOD BY LINE S) 23]

Rep Order# 980 EC'd Yes	9808454 <b>Ver#</b> 7	Status Revised	Traffic Order# 1365668	Printed: 09/13/2012 8:24  Last Received: 09/12/2012 5:33  Showing Buylines: All Rep Revised Lines	ted: 09/ ived: 09/ es: All Rep R	09/13/2012 8:24 AM 09/12/2012 5:33 PM ep Revised Lines		2 of	ω
Station WXLV-7 Advertiser ( Product MCCF	WXLV-TV GREENSBORO/W.SALEM ( ) POLITICAL MCCRORY FOR GOV	SALEM	NDF G S. SM/	JP		Rep Firm Sales Office ( ) Salesperson ( )	) WASHINGTON ) JONATHAN VITTI	TON NOT	
nate# r e#	907916 PATRICIA DOME		Agency CP1/P2/E MCCR/ORDR/90/916 Flight Dates 09/05/2012 - 09/16/2012 Hiatus Weeks	)12		Salesperson Phone# Salesperson FAX#	202-955-5342	5342	
In Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
	1 1 1 1	! ! !		!					
*16 SA	09/15-09/15 Made-Good by Line (s) 23] V7 Effective Dates Changed	6P-630P INE (S) 23] tes Changed	HOLLYSCOOP	.30	\$25.00	0	0	0	\$0.00
*18 W	09/12-09/12 MADE-GOOD BY LINE V7 Effective Dates	10P-11P 7 LINE (S) 23] Dates Changed	FINAL WITNESS	.30	\$675.00	0	O	0	\$0.00
*20 SA	09/15-09/15 Sales Remark. V7 Added	330P-7P V7 MKGD	NCAA FOOTBALL (INC VS LOUISVILLE)	.30	\$450.00	۲	Д	Н	\$450.00
A21 SA	09/15-09/15 Sales Remark. V7 Added	8P-1130P V7 MKGD	ncaa football (nd vs. mich st)   >	.30	\$500.00	p -	н	н	\$500.00
*22 SA	09/15-09/15 Sales Remark. V7 Added	1130P- 1230A V7 MKGD	CSI MIAMI	.30	\$25.00	и	Н	ы	\$50.00
REPORT TOTALS Report Totals. 5 / \$1,040.00	/ \$1,040.00								
SALES MONTHLY TOTALS Sep 12. 27 / \$2,640.0 Sales Totals. 27 / \$2,640 Station Totals. 27 / \$2,640 Lines not sent/rcld/rtrn.	0/50	o De la							
	0 / \$0.	0							

Market Totals

\$37,714

CABL

%

UNKN 0%

WBFX 0%

WCWG 0%

WFMY 28%

	Fax#	Phone#		Estimate# 9	Product 1	Advertiser (	Station W2	Rep Order# EC'd Yes
			PATRICIA DOMI	907916	MCCRORY FOR GOV	Advertiser ( ) POLITICAL	Station WXLV-TV GREENSBORO/W.SALEM	9808454
			Ħ		R GOV	CAL	NSBORO/W.	Ver# 7
							SALEM	Ver# 7 Status Revised
WGHP		Hia	Flig	Age			Age	
26%		Hiatus Weeks	Flight Dates	Agency C/P1/P2/E	ALEXAN	814 KIN	Agency ( ) SMART MEDIA GROUI	Traffic Order# 1365668
AXMM			09/05/2012	MCCR/	ALEXANDRIA, VA 22314	814 KING ST, SUITE 400	MART ME	# 1365668
%			09/05/2012 - 09/16/2013	MCCR/ORDR/90791	22314	3 400	DIA GROUE	La Showing
MUPN			2	16			Ĭ	Pr Last Re 7ing Buyl
%								Printed: Last Received: ng Buylines: All R
MXII		Salesperson FAX#	Salesperson Phone#		Salesperson	Sales Office	Rep Firm	Printed:       09/13/2012 8:24 AM         st Received:       09/12/2012 5:33 PM         Buylines:       All Rep Revised Lines
ω 9%		n FAX#	n Phone#		^			24 AM 33 PM es
WXLV 7%			202-955-5342		) JONATHAN VITT	) WASHINGTON		

) WASHINGTON ) JONATHAN VITTI

3 of

Books Demos

null RA35+

**Subject:** McCrory/980845/WXLV (1365668) Fligth Dates - 9/5-9/16

From: Lisa Carter < lcarter@sbgnet.com> Date: Wed, 12 Sep 2012 11:11:28 -0400

To: Jonathan Vitti < jonathan.vitti@msmtvsales.com>

Jonathan,

Here's what is n/a and what we can offer as mg's for this contract:

n/a lines 1, 4, 9, 13, 16 & 18

offer mg's sat 9/15 330-7p 1x \$450 (college football) sat 9/15 8-1130p 1x \$500 (college football) sat 9/15 1130p-1230m 1x \$50 (csi miami) sun 9/16 8-9a 1x \$40 (gma weekend)

Mend revised

Pls advise asap. These logs will close cob today.

Thanks,

Lisa

500 V. d

Rep Order# EC'd Yes

9808454

Ver# Ŋ Status Revised

Traffic Order# 1365668

Showing Buylines: All Lines Last Received: Printed:

09/11/2012 4:06 PM 09/11/2012 3:37 PM

1 of

) WASHINGTON ) JONATHAN VITTI

Salesperson FAX# 202-955-5342

Sales Office ( Salesperson ( Rep Firm

Salesperson Phone#

Agency C/P1/P2/E Hiatus Weeks Flight Dates Agency ( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314
P1/P2/E MCCR/ORDR/907916 09/05/2012 - 09/16/2012

## -- CONTRACT COMMENT --

Phone# Buyer Fax#

Advertiser Station

WXLV-TV GREENSBORO/W.SALEM

( ) POLITICAL MCCRORY FOR GOV

Estimate# Product

907916

PATRICIA DOME

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS EROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

#### - REMARKS --

SEE IN 12 FOR PROGRAM REVISED BACK TO NIGHTLINE

PLS OF THANKS

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09/16-09/16	09/12-09/14	09/07-09/10	09/12-09/14	Station Remark. V V2 Comment Changed	09/07-09/10	09/12-09/14	09/07-09/10	V2 Comment Changed	Station Remark.	09/09-09/16	1 1 1 1 1 1 1	Dates	
11A-12P	12P-1P	12P-1P	730P-8P	V2 this lir ed	730P-8P	12P-1P	12P-1P	ed.	V2 correct will need a	11P-1130P	1	Time	
THIS WEEK	MILLIONAIRE	MILLIONAIRE	FAMILY FEUD	V2 this line is n/a & we will need a rate of \$140 to clear d	FAMILY FEUD	MILLIONAIRE	MILLIONAIRE		V2 correct programming is 'what america thinks' & will will need a rate of $\$30$ to clear.	HOLLYSCOOP		Program .	
.30	.30	-30	.30	o clear	.30	.30	.30		/ill	.30		Len	
\$25.00	\$20.00	\$20.00	\$70.00		\$70.00	\$20.00	\$20.00			\$10.00		Rate	
H	N	H	N		N	N	Ю			ш		Spots/Week	
Н	۲	ы	Ч		H	Н	ы			2	1	# of Weeks	
L	Ν	H	И		N	Ν	и			2		Total Spots	
\$25.00	\$40.00	\$20.00	\$140.00		\$140.00	\$40.00	\$40.00			\$20.00	1 1 1 1 1 1	Total Cost	

Station	Rep Order# EC'd Yes
Station WXLV-TV GREENSBORO/W.SALEM	<sub>ir</sub> # 9808454 es
EENSBORO/W	Ver# 5
	Ver# 5 Status Revised
Agency ( ) SMART MEDIA GROUF	Traffic Order# 1365668
GROUP	Printed: 09/ Last Received: 09/ Showing Buylines: All Lines
Rep Firm	09/11/2012 4:06 PM 09/11/2012 3:37 PM Lines

2 of

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19	*18	17	. *16	15	14	*13		*12	11	10	* 1	Ln Ln	Station Advertis Product Estimate Buyer Phone#
H-M	¥	M	SA	₽ <b>,</b> ™	W- H	দ,		W-F	F,M	SU	SA	Day	rtises act acte#
09/12-09/14	09/12-09/12 Station Remark. V  V2 Comment Changed	09/10-09/10	09/15-09/15 Station Remark. V V2 Comment Changed	09/07-09/10	09/12-09/14	( 09/07-09/10 Station Remark. V V2 Comment Changed	Sales Remark. V3 Program Name V5 Program Name	09/12-09/14	09/07-09/10	09/16-09/16	09/15-09/15 Station Remark. V V2 Comment Changed	Dates	WXLV-TV GREENSBORO/W.SALEM: ( )POLITICAL MCCRORY FOR GOV 907916 PATRICIA DOME
4089-49	10P-11P V2 correct will clear ged	10P-11P	6P-630P   V2 this line ged	730P-8P	7P-730P	7P-730P : V2 this line ged	22	1135P- 1206A	1135P- 1206A	630P-7P	630P-7P 1 V2 this line ged	Time	SALEM
NEWS	FINAL WITNESS programming is 'revenge' & your rate	CASTLE	HOLLYSCOOP ne is n/a due to college football	FAMILY FEUD	FAMILY FEUD	FAMILY FEUD is n/a & we will need a rate of \$140	V5 REVISED PROGRAM BACK TO NIGHTLINE hange, Comment Changed hange, Comment Changed	NIGHTLINE	NIGHTLINE	ABC WORLD NEWS	ABC WORLD NEWS  ne is n/a due to college football	Program	Agency ( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 812 ALEXANDRIA, VA 22314 Agency C/P1/P2/E MCCR/ORDR/907916 Flight Dates 09/05/2012 - 09/16/2012 Hiatus Weeks
.30	.30	.30	.30	.30	.30	.30 to clear		.30	.30	.30	30	Len	UP 7916 9012
\$90.00	\$675.00	\$640.00	\$25.00	\$70.00	\$70.00	\$70.00		\$15.00	\$15.00	\$60.00	\$40.00	Rate	
ω	H	Н	н	N	N	N		И	۲	Ц	1	Spots/Week	Rep Firm Sales Office ( ) Salesperson ( ) Salesperson Phone# Salesperson FAX#
H	Н	μ	ч	ч	Н	н		H	H	٣	H	# of Weeks	) WASHINGTON ) JONATHAN VITTI # 202-955-5342
ω	н	н	Н	2	2	N		N	μ	1	, , ,	Total Spots	3TON .N VITTI -5342
\$270.00	\$675.00	\$640.00	\$25.00	\$140.00	\$140.00	\$140.00		\$30.00	\$15.00	\$60.00	\$40.00	Total Cost	

Ver#

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Status Revised

Traffic Order# 1365668

Printed:

3 of

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-REPORT TOTALS-

Report Totals. 31 / \$2,640.00

-SALES MONTHLY TOTALS-

Sales Totals. 31 / \$2,649.00 Sep 12. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00 Station Totals. 31 / \$2,640.00

-COMPETITIVE-

Market Totals

\$37,714 2 WGHP CABL 26% %

VYMW UNKN

% 0/0

MUPN WBFX

%

WXII WCWG

39% %

AMAM MXLV

7% 28%

Demos Books RA35+ null

4

Last Received: Printed: 09/11/2012 2:43 PM 09/07/2012 5:38 PM

Showing Buylines: Last Sta Revised Lines

Salesperson ( Sales Office Rep Firm

) JONATHAN VITTI ) WASHINGTON 202-955-5342

Salesperson FAX# Salesperson Phone#

-- CONTRACT COMMENT --

Buyer

PATRICIA DOME

Estimate#

907916

MCCRORY FOR GOV

) POLITICAL

Station Product Advertiser

WXLV-TV GREENSBORO/W.SALEM

Agency

814 KING ST, SUITE 400

) SMART MEDIA GROUP

Agency C/P1/P2/E

ALEXANDRIA, VA 22314 P1/P2/E MCCR/ORDR/907916

09/05/2012 - 09/16/2012

Hiatus Weeks Flight Dates

Fax#

Phone#

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

#### --- REMARKS --

pls see line # 12 for programming correction

spots are sked to run in 'mightline' pls revise ppw to reflect this.

tks

E

Day

Dates

09/12-09/14 1135P-1206A Time REVENGE Program

\*12

W-F

.30 \$15.00 Len

Rate

Spots/Week

# of Weeks

Total Cost

Total Spots

\$30.00

N

V3 Program Name Change, Comment Changed Station Remark. V4 correct programming is 'nightline'. pls chg back.

### -- REPORT TOTALS---

Report Totals. 2 / \$30.00

# -SALES MONTHLY TOTALS-

Sep 12. 31 / \$2,640.00

Sales Totals. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

Market Totals

-COMPETITIVE-

\$37,714

CABL %

MGHP

26%

AXMM UNKN % %

MADM WBFX

WCWG TIXM

% %

39% % AMEMA ATXM 28% 70

Traffic Order# 1365668

Printed: Last Received: 09/11/2012 2:43 PM 09/07/2012 5:38 PM

2 of

2

Showing Buylines: Last Sta Revised Lines

Product Estimate# Buyer Station Advertiser WXLV-TV GREENSBORO/W.SALEM ( ) POLITICAL PATRICIA DOME 907916 MCCRORY FOR GOV

Demos Books

null RA35+

Phone# Fax#

Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency 814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
C/P1/P2/E MCCR/ORDR/907916
Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) JONATHAN VITTI

Salesperson Phone# Salesperson FAX#

202-955-5342

w

Fax# Product Advertiser Station Phone# Buyer Estimate# WXLV-TV GREENSBORO/W.SALEM PATRICIA DOME MCCRORY FOR GOV 907916 ) POLITICAL

> Flight Dates Agency C/P1/P2/E Agency Hiatus Weeks ALEXANDRIA, VA 22314 /P1/P2/E MCCR/ORDR/907916 les 09/05/2012 - 09/16/2012 814 KING ST, SUITE 400 ) SMART MEDIA GROUP

> > Sales Office ( Salesperson ( Rep Firm

) JONATHAN VITTI ) WASHINGTON

Salesperson FAX# Salesperson Phone#

202-955-5342

## -- CONTRACT COMMENT --

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS EROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

#### - REMARKS -

WORKING ON OTHER SPOTS MISSED SEE LN 12 FOR REVISED PROGRAM THANKS

	H-M	1 1 1	Day
Sales Remark.	09/12-09/14	1 1 1 1 1 1 1	Dates
V3 REVISED PROGRAM	1135P- 1206A	1	Time
PROGRAM	REVENGE		Program

V3 Program Name Change, Comment Changed

\*12

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E. M. M. M. C. Len .30

Rate \$15.00

Spots/Week

# of Weeks

Total Spots

Total Cost

\$30.00

### -REPORT TOTALS-

Report Totals. 2 / \$30.00

# -SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn. 0 / \$0.00 Station Totals. 31 / \$2,640.00 Sales Totals. 31 / \$2,640.00 Sep 12. 31 / \$2,640.00

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	Market Totals	\$37,714	CABL	%	UNKN	%	WBFX	%	WCWG	%	AMAM
			WGHP	12 %	AXMM	%	MADM	%	IIXW	₩ 9%	WXIV

7% 00 %

2 of

2

Showing Buylines: All Rep Revised Lines

Agency C/P1/P2/E
Flight Dates Hiatus Weeks Agency ( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/P1/P2/E MCCR/ORDR/907916 Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) JONATHAN VITTI

Salesperson Phone# Salesperson FAX#

202-955-5342

Demos Books

null RA35+

Phone# Fax#

Buyer

PATRICIA DOME

Estimate#

907916

Advertiser Product

WXLV-TV GREENSBORO/W.SALEM
or ( ) POLITICAL
MCCRORY FOR GOV

Station

Traffic Order# 1365668

Printed: Last Received: 08/31/2012 11:14 AM 08/30/2012 10:13 AM

1 of

Showing Buylines: Last Sta Revised Lines

Estimate# Buyer Product Advertiser Station Phone# WXLV-TV GREENSBORO/W.SALEMer (\_\_\_) POLITICAL PATRICIA DOME MCCRORY FOR GOV 907916

Fax#

Agency Hiatus Weeks Agency C/P1/P2/E Flight Dates 814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
V C/P1/P2/E MCCR/ORDR/907916
Dates 09/05/2012 - 09/16/2012

> Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342

BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO	NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE	REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN	MCCRORY FOR NC GOVERNOR ***********************************	CONTRACT COMMENT
	BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT RE	NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO BROADCAST ADVERTISE WITHOUT REGARD TO BROADCAST ADVERTISE WITHOUT REGARD TO BROADCAST ADVERTISE WITHOUT REGARD WITHOUT REGARD TO BROADCAST ADVERTISE WITHOUT REGARD WITH REGARD WITH REGARD WITH REGARD WITH REGARD WITH REGARD WAS ADVERTISED WITH REGARD WITH REGARD WITH REGARD WAS ADVERTED WI	REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MOST NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REPORT ADVERTED REPORT ADVERTISING CONTRACTS WITHOUT REPORT ADVERTISING CONTRACTS WITHOUT REPORT ADVERTISING CONTRACTS WITHOUT REPORT ADVERTISING CONTRACTS WITHOUT REPORT ADVERTED REPORT ADVERTED REPORT ADVERTISE ADVERTED REPORT ADVERTE	MCCRORY FOR NC GOVERNOR ***********************************

*18	₩ *16	*13 F,M	*9 SA	*4 F, M	DS T*	pls see lines thanks	NONDISCRIMINATION BROADCAST ADVERTIS RACE OR ETHNICITY REMARKS
09/12-09/12 Station Remark.	09/15-09/15 Station Remark.	09/07-09/10 Station Remark.	09/15-09/15 Station Remark.	09/07-09/10 Station Remark.	- 09/09-09/16 Station Remark.	es 1,4,9,13,16, & 18  Dates	NONDISCRIMINATION CLAUSES. CONSIBEROADCAST ADVERTISING CONTRACT ON RACE OR ETHNICITY.  REMARKS
10P-11P FINAL WITNESS  V2 correct programming is 'revenge' & your rate will clear	6P-630P HOLLYSCOOP V2 this line is n/a due to college football	7P-730P FAMILY FEUD V2 this line is n/a & we will need a rate of	_		11P-1130P HOLLYSCOOP  V2 correct programming is 'what america thinks' will need a rate of \$30 to clear.	Time Program	MINATION CLAUSES. CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. INCLUDING A ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND THNICITY.  S.—  S.—  S.—  S.—  S. —  S. —
.30 \$675.00	.30 \$25:00	.30 \$70.00 \$140 to clear	:30 \$40.00	.30 \$70.00   ()	 .30 & will	Len VRate	. ( 5
τ.	н		ч	N		7/10 8-5A	ETES ITS BROADCAST ADVERTISING CO
1 \$675.00	1 1 \$25.00	1 2 \$140.00	1 1 \$40.00	1 2 \$140.00	2 2 \$20.00	# of Total Total Weeks Spots	ING CONTRACTS WI
000			Ŏ	1 8	١٥١	Total Cost	THOUT REGARD TO

WXLV-TV GREENSBORO/W.SALEM
'r ( ) POLITICAL

907916

PATRICIA DOME MCCRORY FOR GOV

Traffic Order# 1365668

Last Received: Printed: 08/31/2012 11:14 AM 08/30/2012 10:13 AM

2 of

2

Showing Buylines: Last Sta Revised Lines

Hiatus Weeks Flight Dates Agency C/P1/P2/E Agency ( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 /P1/P2/E MCCR/ORDR/907916 tes 09/05/2012 - 09/16/2012

Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) JONATHAN VITTI

Salesperson FAX# Salesperson Phone#

202-955-5342

### -REPORT TOTALS-

Fax# Buyer Phone# Estimate# Product Station Advertiser

Report Totals. 9 / \$1,040.00

# -SALES MONTHLY TOTALS-

Sales Totals. 31 / \$2,640.00 Sep 12. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

-COMPETITIVE-

Market Totals \$37,714 WGHP CABL 26% % VYYM UNKN 00 % MADM WBFX % % WCWG MXII

39% % VIXW AMAM

> 28% 7%

Demos Books

RA35+

null

Rep Order# EC'd Yes 9808454 Ver# 1 Status New Traffic Order# 1365668

Showing Buylines: All Lines Last Received: Printed:

08/30/2012 9:59 AM 08/30/2012 10:10 AM

1 of

Rep Firm Sales Office ( Salesperson ( ) WASHINGTON ) JONATHAN VITTI 202-955-5342

Salesperson FAX# Salesperson Phone#

## — CONTRACT COMMENT —

Fax#

Phone# Buyer Product Station

Estimate# Advertiser

907916

Agency C/P1/P2/E

MCCR/ORDR/907916 09/05/2012 - 09/16/2012

Agency

( ) SMART MÉDIA GROUP -814 KING ST, SUITE 400 ALEXANDRIA, VA 22314

Hiatus Weeks

Flight Dates

PATRICIA DOME MCCRORY FOR GOV

WXLV-TV\_GREENSBORO/W.SALEMer ( ) POLITICAL

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

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W-F	н, м	US	SA	SU	₩ ਜੁ	ਸ, M	₩ Ħ	£,M	₩-₽	н, м	SU	Day
09/12-09/14	09/07-09/10	09/16-09/16	09/15-09/15	09/16-09/16	09/12-09/14	09/07-09/10	09/12-09/14	09/07-09/10	09/12-09/14	09/07-09/10	09/09-09/16	Dates
1135P- 1206A	1135P- 1206A	630 <b>P</b> -7 <b>P</b>	630P-7P	11A-12P	12P-1¤	12P-1P	730P-8P	730P-8P	12P-1P	12P-1P	11P-1130P	Time
NIGHTLINE	NIGHTLINE	ABC WORLD NEWS	ABC WORLD NEWS	THIS WEEK	MILLIONATRE	MILLIONAIRE	FAMILY FEUD	FAMILY FEUD	MILLIONAIRE	MILLIONAIRE	HOLLYSCOOP	Program
W	W	$\sim$		W	<i>&gt;&gt;</i>	<i>, \</i>	W		N.	$\mathcal{N}$	1	するがよう
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.30	.30	.30	.30	.30	.30	.30	.30	-30	.30	.30	.30	) Len
.30 \$15.00	.30 \$15.00	.30 \$60.00	.30 \$40.00	.30 \$25.00	.30 \$20.00	.30 \$20.00	.30 \$70.00	.30 \$70.00	.30 \$20.00	.30 \$20.00		
											.30	Len Rate
\$15.00	\$15.00	\$60.00	\$40.00	\$25.00	\$20.00	\$20.00	\$70.00	\$70.00 2	\$20.00	\$20.00	.30 \$10.00 30	Len Rate Spots/Week
\$15.00 2	\$15.00 1	\$60.00 1	\$40.00 1	\$25.00 1	\$20.00 2	\$20.00 1	\$70.00 2	\$70.00 2 140	\$20.00 2	\$20.00 2	.30 \$10.00 30 1	Len Rate Spots/Week # of Weeks
\$15.00 2 1	\$15.00 1 1	\$60.00 1 1	\$40.00 1 1	\$25.00 1 1	\$20.00 2 1	\$20.00 1 1	\$70.00 2 1	\$70.00 2 (4)	\$20.00 2 1	\$20.00 2 1	.30 \$10.00 30 1	Len Rate Spots/Week # of Total Weeks Spots

Books	Sep 12. 31 / \$ Sales Totals. 31 / Station Totals. 31 Lines not sent/rcl —COMPETITIVE—	SALES N	-REPORT	19 W	18 W	17 M	16 SA	15 F	14 W	13	•	Buyer Phone# Fax#	Station Advertiser Product Fstimate#	Rep Order# EC'd Yes
	31 / cals. 31 / cotals. 3: cotals. 3: sent/ro	[ONTHLY	-REPORT TOTALS	W-F			iÞ	E,M	W-F	н, М		<	WXLV-TV r ( ) MCCR(	
null	Sep 12. 31 / \$2,640.00  Sales Totals. 31 / \$2,640.00  Station Totals. 31 / \$2,640.00  Lines not sent/rcld/rtrn. 0 / \$0.00  —COMPETITIVE—  Market Totals	SALES MONTHLY TOTALS—	-REPORT TOTALS Report Totals. 31 / \$2,640.00	09/12-09/14	09/12-09/12	09/10-09/10	09/15-09/15	09/07-09/10	09/12-09/14	09/07-09/10		PATRICIA DOME  Dates	WXLV-TV GREENSBORO/W.SALEM ( ) POLITICAL GCRORY FOR GOV 907916	9808454 Ver#
	\$37,714			6P-630P	10P-11P	10P-11P	6P-630P	730P-8P	7P-730P	7P-730P		Time	W.SALEM	1 Status New
	CABL 0% WGHP 26%			NEWS	FINAL WITNESS	CASTLE 3	HOLLYSCOOP	FAMILY FEUD	FAMILY FEUD	FAMILY FEUD		Flight Dates Hiatus Weeks	Agency ( ); 814 KIN ALEXAI Agency C/P1/P2/E	
	UNKN 0%			10	7:125			W	w			09/05/2012 - 09/16/2012 ss	( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 PI/P2/E MCCR/ORDR/907916	Traffic Order#
	WEDW			.30	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	-30	.30	.30	.30	.30		)9/16/2012 Len	A GROUP )0 314 DR/907916	P Last R Showing Bu
	00 00	F	*	\$90.00	\$675.00	\$640.00	\$25.00	\$70.00	\$70.00	\$70.00	 	Rate		Printed: 08/ Last Received: 08/ Showing Buylines: All Lines
	WCWG 0%	2	XX X X	ω	1 C 600 X		Н	٧	N	2 111		Salesperson Phone# Salesperson FAX# Spots/Week	Rep Firm Sales Office ( Salesperson (	08/30/2012 10:10 AM 08/30/2012 9:59 AM nes
	XMZW	7,	4	Н	Н	h L	Н	Н	Н		Weeks		) WASHINGTON ) JONATHAN VITTI	
	7 2 % %			ω	Н	Н	Н	ы	N	N	Spots	5342 Total	ION	2 of
				\$270.00	\$675.00	\$640.00	\$25.00	\$140.00	\$140.00	\$140.00		Total Cost		W
				١	00		0		(	S				

Demos

RA35+

Phone#

Fax# Buyer

Product Estimate#

907916

PATRICIA DOME

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser ( ) POLITICAL
Product MCCRORY FOR GOV

Printed: Last Received:

08/30/2012 10:10 AM 08/30/2012 9:59 AM

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Showing Bnylines: All Lines

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency y ( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 y C/P1/P2/E MCCR/ORDR/907916 Dates 09/05/2012 - 09/16/2012

Rep Firm Sales Office ( Salesperson (

Salesperson Phone# Salesperson FAX#

202-955-5342

) WASHINGTON ) JONATHAN VITTI